Switching Summary for Newport Lights
36MM Aug 1995 CTS data

	Base Total White	% of Nwp Lts
Newport	2480	-
Newport Lights	461	-
In-Switching	30	6.4%
Out-Switching	70	15.1%
In-Switching from:		
Marlboro	**15**	**3.1%**
Marlboro FF	11	2.3%
Marlboro LT	3	0.7%
Marlboro Med	1	0.2%
Salem	**5**	**1.1%**
Salem FF	2	0.3%
Salem LT	3	0.7%
Salem ULT	1	0.1%
Camel	**2**	**0.4%**
Camel LT	2	0.4%
Kool	**2**	**0.4%**
Kool FF	2	0.3%
Kool LT	1	0.1%
Merit	**2**	**0.3%**
Merit LT	1	0.2%
Merit ULT	1	0.1%
B & H	**1**	**0.2%**
B & H FF	1	0.2%
Doral	**1**	**0.2%**
Doral LT	1	0.2%
Montclair	**1**	**0.2%**
Montclair LT	1	0.2%
V Slims	**1**	**0.2%**
V Slims ULT	1	0.2%
Parliament	**1**	**0.1%**
Parliament LT	1	0.1%

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Switching Summary for Newport Lights
36MM Aug 1995 CTS data

	Base Total White	% of Nwp Lts
Newport	2480	-
Newport Lights	461	-
In-Switching	30	6.4%
Out-Switching	70	15.1%

Outswitching to:		
Marlboro	**26**	**5.5%**
Marlboro FF	3	0.5%
Marlboro LT	21	4.6%
Marlboro Med	2	0.4%
Basic	**6**	**1.2%**
Basic LT	5	1.0%
Basic ULT	1	0.2%
Misty	**5**	**1.1%**
Misty FF	1	0.2%
Misty LT	4	0.9%
Doral	**5**	**1.0%**
Doral LT	5	1.0%
Gpc	**5**	**1.0%**
Gpc LT	5	1.0%
Store Brand	**4**	**0.9%**
Store Brand FF	2	0.4%
Store Brand LT	2	0.4%
Style	**4**	**0.8%**
Style LT	4	0.8%
Monarch	**3**	**0.5%**
Monarch LT	3	0.5%
Salem	**3**	**0.5%**
Salem LT	2	0.3%
Salem ULT	1	0.2%
Bn & H	**2**	**0.4%**
B & H LT	2	0.4%
Cambridge	**2**	**0.4%**
Cambridge LT	2	0.4%
Camel	**1**	**0.2%**
Camel LT	1	0.2%
Citation	**1**	**0.2%**
Citation LT	1	0.2%
Kool	**1**	**0.2%**
Kool LT	1	0.2%
Malibu	**1**	**0.2%**
Malibu LT	1	0.2%
Sterling Dcat	**1**	**0.2%**
Sterling Dcat LT	1	0.2%
Tourney	**1**	**0.2%**
Tourney LT	1	0.2%
V Slims	**1**	**0.2%**
V Slims LT	1	0.2%
Jacks	**1**	**0.1%**
Jacks LT	1	0.1%
Merit	**1**	**0.1%**
Merit ULT	1	0.1%

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Switching Summary for Newport Lights
36MM Aug 1995 CTS data

	Base Total Male White 18-24	% of Nwp Lts
Newport	310	-
Newport Lights	45	-
In-Switching	7	14.4%
Out-Switching	6	13.3%
In-Switching from:		
Marlboro	**5**	**11.1%**
Marlboro FF	4	8.9%
Marlboro Med	1	2.2%
Montclair	**1**	**2.2%**
Montclair LT	1	2.2%
Salem	**1**	**1.1%**
Salem FF	1	1.1%

	Base Total Female White 18-24	% of Nwp Lts
Newport	429	-
Newport Lights	65	-
In-Switching	7	10.9%
Out-Switching	18	27.1%
In-Switching from:		
Marlboro	**6**	**8.5%**
Marlboro FF	3	4.7%
Marlboro LT	3	3.9%
Salem	**1**	**1.6%**
Salem LT	1	1.6%
Parliament	**1**	**0.8%**
Parliament LT	1	0.8%

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NEWLTS_36MM_SWI.TBL

Source: https://www.industrydocuments.ucsf.edu/docs/xrfy0004

Switching Summary for Newport Lights
36MM Aug 1995 CTS data

	Base Total Male White 18-24	% of Nwp Lts
Newport	310	-
Newport Lights	45	-
In-Switching	7	14.4%
Out-Switching	6	13.3%
Outswitching to:		
Marlboro	**5**	**11.1%**
Marlboro FF	1	2.2%
Marlboro LT	3	6.7%
Marlboro Med	1	2.2%
Gpc	**1**	**2.2%**
Gpc LT	1	2.2%

	Base Total Female White 18-24	% of Nwp Lts
Newport	429	-
Newport Lights	65	-
In-Switching	7	10.9%
Out-Switching	18	27.1%
Outswitching to:		
Marlboro	**11**	**17.1%**
Marlboro FF	2	2.3%
Marlboro LT	9	13.2%
Marlboro Med	1	1.6%
Style	**2**	**3.1%**
Style LT	2	3.1%
Basic	**1**	**1.6%**
Basic LT	1	1.6%
Misty	**1**	**1.6%**
Misty LT	1	1.6%
Salem	**1**	**1.6%**
Salem LT	1	1.6%
Store Brand	**1**	**1.6%**
Store Brand FF	1	1.6%
B & H	**1**	**0.8%**
B & H LT	1	0.8%

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NEWLTS_36MM_SWI.TBL

Source: https://www.industrydocuments.ucsf.edu/docs/xrfy0004

Switching Summary for Newport Lights
36MM Aug 1995 CTS data

	Base Total Male White 25-34	% of Nwp Lts
Newport	433	-
Newport Lights	79	-
In-Switching	0	0.0%
Out-Switching	6	7.0%
In-Switching from:		

	Base Total Female White 25-34	% of Nwp Lts
Newport	606	-
Newport Lights	114	-
In-Switching	6	4.8%
Out-Switching	19	16.2%
In-Switching from:		
Salem	**3**	**2.2%**
Salem LT	2	1.8%
Salem ULT	1	0.4%
Marlboro	**1**	**0.9%**
Marlboro FF	1	0.9%
Camel	**1**	**0.9%**
Camel LT	1	0.9%
V Slims	**1**	**0.9%**
V Slims ULT	1	0.9%

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NEWLTS_36MM_SWI.TBL

Source: https://www.industrydocuments.ucsf.edu/docs/xrfy0004

Switching Summary for Newport Lights
36MM Aug 1995 CTS data

	Base Total Male White 25-34	% of Nwp Lts
Newport	433	-
Newport Lights	79	-
In-Switching	0	0.0%
Out-Switching	6	7.0%
Outswitching to:		
Marlboro	**4**	**4.5%**
Marlboro LT	4	4.5%
Salem	**2**	**1.9%**
Salem LT	1	0.6%
Salem ULT	1	1.3%
Jacks	**1**	**0.6%**
Jacks LT	1	0.6%

	Base Total Female White 25-34	% of Nwp Lts
Newport	606	-
Newport Lights	114	-
In-Switching	6	4.8%
Out-Switching	19	16.2%
Outswitching to:		
Misty	**3**	**2.6%**
Misty FF	1	0.9%
Misty LT	2	1.8%
Marlboro	**2**	**1.8%**
Marlboro LT	2	1.8%
Doral	**2**	**1.8%**
Doral LT	2	1.8%
Style	**2**	**1.3%**
Style LT	2	1.3%
Basic	**2**	**1.8%**
Basic LT	2	1.8%
Camel	**1**	**0.9%**
Camel LT	1	0.9%
Gpc	**1**	**0.9%**
Gpc LT	1	0.9%
Kool	**1**	**0.9%**
Kool LT	1	0.9%
Monarch	**1**	**0.9%**
Monarch LT	1	0.9%
Sterling Dcat	**1**	**0.9%**
Sterling Dcat LT	1	0.9%
Store Brand	**1**	**0.9%**
Store Brand FF	1	0.9%
Tourney	**1**	**0.9%**
Tourney LT	1	0.9%
V Slims	**1**	**0.9%**
V Slims LT	1	0.9%

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Source: https://www.industrydocuments.ucsf.edu/docs/xrfy0004

Switching Summary for Newport Lights
36MM Aug 1995 CTS data

	Base Total Male White 35+	% of Nwp Lts
Newport	338	-
Newport Lights	75	-
In-Switching	3	3.4%
Out-Switching	8	10.1%
In-Switching from:		
Marlboro	**3**	**3.4%**
Marlboro FF	2	2.7%
Marlboro LT	1	0.7%

	Base Total Female White 35+	% of Nwp Lts
Newport	365	-
Newport Lights	85	-
In-Switching	8	8.9%
Out-Switching	15	17.2%
In-Switching from:		
Kool	**2**	**2.4%**
Kool FF	2	1.8%
Kool LT	1	0.6%
B & H	**1**	**1.2%**
B & H FF	1	1.2%
Camel	**1**	**1.2%**
Camel LT	1	1.2%
Doral	**1**	**1.2%**
Doral LT	1	1.2%
Salem	**1**	**1.2%**
Salem FF	1	1.2%
Merit	**1**	**1.2%**
Merit LT	1	1.2%
Marlboro	**1**	**0.6%**
Marlboro FF	1	0.6%

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Source: https://www.industrydocuments.ucsf.edu/docs/xrfy0004

Switching Summary for Newport Lights
36MM Aug 1995 CTS data

	Base Total Male White 35+	% of Nwp Lts
Newport	338	-
Newport Lights	75	-
In-Switching	3	3.4%
Out-Switching	8	10.1%
Outswitching to:		
Basic	**2**	**2.0%**
Basic LT	1	0.7%
Basic ULT	1	1.3%
Doral	**2**	**2.7%**
Doral LT	2	2.7%
Cambridge	**1**	**1.3%**
Cambridge LT	1	1.3%
Store Brand	**1**	**1.3%**
Store Brand LT	1	1.3%
Gpc	**1**	**0.7%**
Gpc LT	1	0.7%
Marlboro	**1**	**0.7%**
Marlboro LT	1	0.7%
Merit	**1**	**0.7%**
Merit ULT	1	0.7%
Monarch	**1**	**0.7%**
Monarch LT	1	0.7%

	Base Total Female White 35+	% of Nwp Lts
Newport	365	-
Newport Lights	85	-
In-Switching	8	8.9%
Out-Switching	15	17.2%
Outswitching to:		
Marlboro	**4**	**4.1%**
Marlboro LT	4	4.1%
Gpc	**2**	**2.4%**
Gpc LT	2	2.4%
B & H	**2**	**1.8%**
B & H LT	2	1.8%
Basic	**1**	**1.2%**
Basic LT	1	1.2%
Cambridge	**1**	**1.2%**
Cambridge LT	1	1.2%
Citation	**1**	**1.2%**
Citation LT	1	1.2%
Malibu	**1**	**1.2%**
Malibu LT	1	1.2%
Misty	**1**	**1.2%**
Misty LT	1	1.2%
Monarch	**1**	**1.2%**
Monarch LT	1	1.2%
Store Brand	**1**	**1.2%**
Store Brand LT	1	1.2%
Doral	**1**	**0.6%**
Doral LT	1	0.6%

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Source: https://www.industrydocuments.ucsf.edu/docs/xrfy0004